

# ORDER



**Orders**  
**Order / Rev:** 708949  
**Alt Order #:** 06294118  
**Product Desc:** SCHWEIKERT FOR CON  
**Estimate:**  
**Flight Dates:** 08/23/12 - 08/28/12  
**Original Date / Rev:** 08/22/12 / 08/24/12  
**Order Type:** Political

**KPNX**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Schweikert for Congress  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	22	\$8,075.00	\$6,863.75
08/27/12	08/28/12	17	\$5,450.00	\$4,632.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$8,075.00	\$6,863.75	0.00
September 2012	17	\$5,450.00	\$4,632.50	0.00
<b>Totals</b>	<b>39</b>	<b>\$13,525.00</b>	<b>\$11,496.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KPNX	25%	\$13,525.00
Market	100%	\$54,100.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	17%	\$9,197.00
KPAZ	0%	\$0.00
KPHO	23%	\$12,443.00
KPPX	0%	\$0.00
KSAZ	11%	\$5,951.00
KTFL	0%	\$0.00
KTVK	24%	\$12,984.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/23/12	08/24/12	M-F 10p News M-F 10pm News	CM	10-1035p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---TF--		2				\$1,200.00		0.00			
2	KPNX	08/27/12	08/27/12	M-F 10p News M-F 10pm News	CM	10-1035p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
3	KPNX	08/23/12	08/23/12	M-F 6-7a 12 News Today	CM	6-7a	---T---	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---T---		1				\$400.00		0.00			
4	KPNX	08/27/12	08/28/12	M-F 6-7a 12 News Today	CM	6-7a	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	MT-----		2				\$400.00		0.00			
5	KPNX	08/23/12	08/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---22--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
	2X MAX/DAY	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---22--		4				\$450.00		0.00			
6	KPNX	08/27/12	08/28/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	21-----	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
	2X MAX/DAY	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	21-----		3				\$450.00		0.00			
7	KPNX	08/23/12	08/24/12	M-F 10-11a Kelly	CM	10-11a	---TF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---TF--		2				\$200.00		0.00			
8	KPNX	08/27/12	08/28/12	M-F 10-11a Kelly	CM	10-11a	MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	MT-----		2				\$200.00		0.00			
9	KPNX	08/23/12	08/24/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	---TF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---TF--		1				\$175.00		0.00			
10	KPNX	08/27/12	08/27/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$175.00		0.00			
11	KPNX	08/23/12	08/24/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	---TF--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---TF--		2				\$175.00		0.00			
12	KPNX	08/27/12	08/27/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$175.00		0.00			
E 13	KPNX	08/23/12	08/24/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	---TF--	:30	2	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	---TF--		2				\$50.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	2	KPNX	08/20/12-08/26/12	1-2p Arizona Midday		1-2p		---ThF----	:30	<del>(\$50.00)</del>	0.00	NM			
		Credited [mg line 8]													
14	KPNX	08/27/12	08/27/12		CM	1-2p	M-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1-2p Arizona Midday Arizona Midday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$50.00		0.00						
15	KPNX	08/23/12	08/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	---TF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$400.00		0.00						
16	KPNX	08/27/12	08/27/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	2		\$400.00		0.00						
17	KPNX	08/23/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	---TF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---TF--	2		\$450.00		0.00						
18	KPNX	08/27/12	08/27/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$450.00		0.00						
19	KPNX	08/25/12	08/25/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	1		\$250.00		0.00						
20	KPNX	08/25/12	08/25/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S-	1		\$300.00		0.00						
21	KPNX	08/26/12	08/26/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$250.00		0.00						
N22	KPNX	08/27/12	08/27/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	M-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
mg for 1x pe 8/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$50.00		0.00						
N23	KPNX	08/27/12	08/27/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$175 LUR adjustment w/o 8/20-8/28 per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$0.00		0.00						
N24	KPNX	08/27/12	08/27/12	M-F 430-5a M-F 430-5a	CM	430-5a	M-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$25 LUR adjustment w/o 8/20-8/28 per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$0.00		0.00						
N25	KPNX	08/26/12	08/26/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$150 LUR adjustment w/o 8/13 per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$0.00		0.00						
N26	KPNX	08/26/12	08/26/12	12 Sports Tonight 12 Sports Tonight	CM	Various	-----S	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$800 LUR adjustment w/o 8/13 per Mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$0.00		0.00						

\*Tax 1 Note: Tax 0.5%.

Totals 39 \$13,525.00